OuluHealth
OuluHealth Campus in Kontinkangas
OuluHealth Ecosystem

Industry focus areas

- Wireless Health Monitoring
e.g. remote diagnostics
- Individualized Healthcare
e.g. assisted living, mental health
- Genes and Lifestyle

Health & Social Care Providers

- Public Providers
- Private Providers

Business Model

Centre for Health and Technology

Oulu Innovation Alliance (OIA):
Oulu University, Oulu Univ. of Applied Sciences, City of Oulu, VTT & Technopolis / 5 OIA Innovation Centres, eg. CHT

Funding:
City of Oulu, Social and Health Ministry, Tekes, Sitra, EU, etc.

European Connected Health Alliance
OuluHealth targets

Locally
- jobs
- growth

Nationally
- health and wellness
- cost effectiveness

To export
- innovations
- healthcare concepts (micro & macro)
OuluHealth Project Portfolio

**OPENING** (City of Oulu): Future welfare services & innovation environment

**FUTURE HOSPITAL OUH 2030** (Oulu University Hospital): Renovation and operational renewal

**DEVELOPMENT ENVIRONMENT / LIVING LAB**
- Technology healthcare centers
- Service design
- Test laboratory
- Industrial design
- Business Models

**FOCUS AREA PROJECTS**
- **INDICO** (CHT): individualized connected healthcare
- Genes & lifestyle
  - Assisted living
  - Remote diagnostics & monitoring

**BRAND MANAGEMENT:** Marketing and communication
European Connected Health Alliance

• ECHAlliance promotes leadership to the LifeScience and Wellbeing sectors in Europe.
• Its purpose is to develop the related market area and create an international network of regional ecosystems in which these sectors, including industrial and research operators, service providers and users, can cooperate in the implementation and development of new, higher quality and economically more effective solutions.
• Oulu has an important status in the European Ecosystem network. Via ECHAlliance, Finnish players can network on a global scale through the Connected Health initiatives, apply for funding for development targets jointly regarded as important, and attract international operators and investors to Finland.
• www.echcampus.com